



Olive Canada Network changes name to Olive Media

New name more accurately reflects breadth of online advertising product and service offering

TORONTO, December 3rd, 2008

Olive Canada Network (www.olivecanadanetwork.com), one of Canada's leading online advertising solutions companies announced today that it is changing its name to Olive Media (www.olivemedia.ca) in recognition of the company's evolution to a full service media solutions company.

Olive Media is also changing the name of its premium online advertising portfolio of sites from Olive Canada Network to Olive Elite. It will retain the same top-tier publishers and vertical channels.

"The name Olive Media more effectively captures the full range of media-related products and services that we currently offer and the direction we intend to take the company," says Simon Jennings, President, Olive Media. "Our business extends far beyond the traditional definition of advertising network, particularly with Olive Elite. With this side of our business, our site representation services and exclusive relationships with top-tier publishers provide advertisers and marketers with custom solutions and integration opportunities on sites such as Thestar.com, Cyberpresse.ca, Maxim.com and ReadersDigest.ca".

The Olive Media team works directly with media buyers, advertisers and publishers to create innovative online advertising and sponsorship opportunities that deliver strong branding and excellent user experiences. Product offerings range from highly targeted custom executions on top-tier branded websites within Olive Elite to performance-based campaigns running across a channel of websites within Olive Brand Response.

About Olive Media – www.olivemedia.ca

Olive Media offers both Canadian and U.S. advertisers media solutions across a broad range of online products, including both Olive Elite and Olive Brand Response.

Olive Elite has the ability to reach over 12 million unique Canadian visitors monthly* on its portfolio of top-tier sites. Olive Elite offers Canadian media buyers a one-stop shop for highly engaged online Canadian audiences across premium Canadian and U.S. content channels. Olive Brand Response is a brand-safe, semi-transparent ad network with over 2000 sites designed specifically to deliver against advertisers' ROI goals.

Olive Media is a partnership between Torstar Digital, a division of Toronto Star Newspapers Ltd., which is a subsidiary of Torstar Corporation and Gesca Digital, a division of Gesca Ltd.

*ComScore Inc., September 2008

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